

Bachelor of Arts in Communication

Communication and media shape the ways we understand and interact in our social worlds. The 45-unit Bachelor of Arts in Communication degree helps students develop valuable communication understandings and skills through a deep, practical, timely, and relevant curriculum. Five core courses expose students to major communication institutions and processes, theoretical perspectives and research techniques for studying those phenomena, and career pathways and ethical considerations for communication professionals. Students deepen these understandings and sharpen their skills by specializing in one of three concentrations: Relational and Organizational Communication, Media Studies, and Strategic Communication. Further, a wide range of Experiential Learning courses gives students hands-on experience in communication and media practices to prepare them for their careers. Together, this mix of theory and practice prepares students for a lifetime of personal, civic, and professional communication, including careers in various fields, such as: human resources, training and development; journalism, broadcasting, and filmmaking; digital/social media strategy and management; strategic communication for corporations, non-profits, and government entities; and many others.

Requirements (45 units)

Total units required for graduation: 120

Requirements for the B.A. in Communication

Core course requirements (15)

COMM 2101	Introduction to Communication Studies	3
COMM 3101	Communication, Self, and Others	3
COMM 3102	Media, Culture, and Society	3
COMM 4101	Communication Research Methodology	3
COMM 4102	Ethical Aspects of Communication	3

Experiential Learning requirements (6)

Students choose six units from at least two of the following experiential learning courses. In these courses, students apply Communication theories and practices in supervised, "hands-on" activities, and they reflect on those experiences.

Students can only apply six experiential learning units toward the B.A. in Communication; however, additional experiential learning units may contribute to a minor (where applicable), or to a student's general graduation requirements (120 units).

Experiential learning courses may not be used as elective units, either in the B.A. in Communication or its respective concentrations.

COMM 2291	Practicum in Relational and Organizational Communication	
COMM 2292	Practicum in Mentoring	
COMM 2293	Practicum in Intercollegiate Forensics: Coyote Debate	
COMM 2391	Practicum in Multimedia Journalism: Coyote Chronicle	
COMM 2392	Practicum in Digital Audio and Radio	

COMM 2393	Practicum in Television Journalism Production: Local Matters	
COMM 2491	Practicum in Strategic Communication: Coyote PR	
COMM 2492	Practicum in Advertising: Coyote Advertising	
COMM 2592	Practicum in Communication Research	
COMM 2593	Service Learning in Communication	
COMM 4291	Advanced Practicum in Relational and Organizational Communication	
COMM 4292	Advanced Practicum in Mentoring	
COMM 4293	Advanced Practicum in Intercollegiate Forensics: Coyote Debate	
COMM 4391	Advanced Practicum in Multimedia Journalism: Coyote Chronicle	
COMM 4392	Advanced Practicum in Digital Audio and Radio: Coyote Radio	
COMM 4393	Advanced Practicum in Television Journalism Production: Local Matters	
COMM 4491	Advanced Practicum in Strategic Communication: Coyote PR	
COMM 4492	Advanced Practicum in Advertising: National Student Advertising Competition team	
COMM 4592	Advanced Practicum in Communication Research	
COMM 5792	Internship in Communication	
COMM 5793	Internship in Communication	
COMM 5794	Internship in Communication	
COMM 5892	Communication Teaching Shadowship	

Electives (6)

In addition to the Communication core, experiential learning, and concentration coursework, students choose six elective units in COMM coursework to broaden and deepen their understandings of communication processes.

Students can only apply six elective units toward the B.A. in Communication; however, additional elective units may contribute to a minor (where applicable), or to a student's general graduation requirements (120 units).

Elective courses should be chosen in consultation with an advisor and, in the case of non-departmental electives, the approval of the chair. COMM 1000, 1002, 1006, and 1007 may not be applied toward the B.A. in Communication.

Concentration (18)

A minimum of 18 units from one of the following concentrations below to be chosen in consultation with an advisor.

Total Units 45

Note: Transfer students from a California community college who earned an appropriate Associate Degree for Transfer (AA-T or AD-T) in communication may complete the B.A. in Communication by selecting any of the three concentrations.

Concentrations (18 units)

Relational and Organizational Communication Concentration (18 units)

(Program Code: CMRO)

Core (9)

COMM 2201	Intercultural Communication	3
COMM 4202	Relational Communication	3
COMM 4203	Organizational Communication	3

Electives (9)

Nine units chosen from:

COMM 2231	Small Group Communication	
COMM 2251	Fundamentals of Interpersonal Communication	
COMM 3211	Business and Professional Communication	
COMM 3212	Persuasion	
COMM 3227	Topics in Relational and Organizational Communication	
COMM 3230	Nonverbal Communication	
COMM 3231	Communication for Training Programs	
COMM 4211	Communication and Gender	
COMM 4222	Communication and Conflict	
COMM 4231	Classroom Communication	
COMM 4241	Interviewing	
COMM 5222	Mediation Theory and Practice	
COMM 5267	Advanced Topics in Relational and Organizational Communication	
COMM 5280	Culture and Ethnicity in Language	
COMM 5952	Independent Study	
COMM 5953	Independent Study	
COMM 5954	Independent Study	

Total Units **18**

Media Studies Concentration (18 units)

(Program Code: CMMS)

Core (9)

COMM 3301	Media Institutions in Context	3
COMM 3305	Digital Media and Society	3
COMM 2301	Newswriting and Reporting	3
or COMM 3354	Fundamentals of Screenwriting	

Electives (9)

Nine units chosen from any of the following areas:

Media Studies		
COMM 3319	Topics in Media Studies	
COMM 4301	Gender, Race, and Class in Media	
COMM 4302	Latinx, Media, and Cultures	
COMM 4303	Global Communication	
COMM 4304	Media Effects	
COMM 4305	Advertising as Social Communication	
COMM 5301	Media Sex and Violence	
COMM 5302	Communication Law and Policy	

COMM 5303	Muslim Women in Media and Society
COMM 5319	Advanced Topics in Media Studies

Film Studies

COMM 3331	The Development of Motion Pictures
COMM 3332	Movies in the Digital Age
COMM 3333	Film Analysis
COMM 3334	Global Cinema
COMM 3339	Topics in Film Studies
COMM 5339	Advanced Topics in Film Studies

Digital Production

COMM 2351	Television Studio Production
COMM 3335	Visual Communication
COMM 3351	Introduction to Digital Video Editing
COMM 3353	Digital Video Field Production
COMM 3354	Fundamentals of Screenwriting ¹
COMM 3359	Topics in Digital Production
COMM 3361	Digital Audio and Radio Production
COMM 4355	Digital Filmmaking I
COMM 4356	Digital Filmmaking II
COMM 5359	Advanced Topics in Digital Production

Multimedia Journalism

COMM 2301	Newswriting and Reporting ¹
COMM 3371	Multimedia Journalism
COMM 3372	Publication Design
COMM 3379	Topics in Multimedia Journalism
COMM 5379	Advanced Topics in Multimedia Journalism
COMM 5952	Independent Study
COMM 5953	Independent Study
COMM 5954	Independent Study

Total Units **18**

¹ If not already completed as a concentration core course.

Strategic Communication Concentration (18 units)

(Program Code: CMSC)

Core Requirements (15)

COMM 2301	Newswriting and Reporting	3
COMM 3401	Introduction to Strategic Communication	3
COMM 3402	Writing for Public Relations	3
COMM 4401	Strategic Communication Campaigns	3
COMM 5401	Crisis Communication	3

Electives (3)

Three units chosen from:

ADMN 1500	Introduction to Administration
COMM 3211	Business and Professional Communication
COMM 3212	Persuasion
COMM 3372	Publication Design
COMM 3403	Business Literacy for Strategic Communication

COMM 3419	Topics in Strategic Communication	
COMM 5302	Communication Law and Policy	
COMM 5419	Advanced Topics in Strategic Communication	
ECON 2201	Principles of Microeconomics	
ENTR 3000	Entrepreneurship and Innovation	
MGMT 3900	Principles of Strategy	
MKTG 3050	Marketing Principles	
Total Units		18

Specialized Concentration (18 units)

(Program Code: CMSP)

Students may propose a unique, individualized and specialized 18-unit concentration if the proposed concentration is viable and if it fulfills objectives that cannot be met through one of the other Communication Studies concentrations (e.g., Media Studies, Relational and Organizational, and Strategic Communication). To be eligible for the Specialized Concentration, students must complete a proposal (pre-generated questions) for their program plan, including all the communication courses that they intend to take in the concentration and a rationale for the course of study. The proposal will be reviewed by a Communication Studies faculty advisor before a student can be approved for this concentration. Before declaring this concentration, a student must have completed the following core classes: COMM 2101, COMM 3101, and COMM 3102. Only 9 units of Communication Studies course work completed prior to such approval can be applied toward the specialized concentration. Importantly, not intended to bypass normal graduation requirements or to avoid certain requirements of a regular concentration offered by the department.

The Specialized Concentration Proposal Form can be located on the Department of Communication Studies website under FAQs: <https://www.csusb.edu/communication-studies/graduate/frequently-asked-questions-0> (<https://www.csusb.edu/communication-studies/graduate/frequently-asked-questions-0/>)